



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
Wednesday, November 10th, 2021, 1:00 PM
Zoom Link Sent Out**

AGENDA

1. Call to Order & Introductions: Committee Chair Catherine Ralston
2. Public Comment, announcements
3. Review of the Meeting Minutes from August 27th, 2021
4. Review of the year-end FY20-21 DISI Budget:
5. Committee Updates:
 - a) B Street Banner Program: Installation Timeline
 - b) DHIA Social Media Status Report
 - c) Downtown Seasonal Displays & Décor
 - d) Downtown Lighting Improvements: B Street
 - e) Need to Promote Downtown Vacant Businesses/Properties
 - f) FY21-22 Committee Budget Priorities Action item
6. Other
7. Next Committee Meeting: _____
8. Adjournment

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22650 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association
District Identity & Streetscape Improvements (DISI) Committee
Friday, August 27th, 2021 – 11:30 a.m.
Meeting held via zoom**

Present: Sara Buizer (Chair), Kim Huggett, Resti Zaballos, Bill Matheson, Catherine Ralston, Jeff Jurow, Dinesh Shah (by phone)

Staff: Marco Li Mandri, Dominic Li Mandri/New City America

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Committee Chair Sara Buizer called the meeting to order at 11:02 a.m. Introductions were made.	No action taken
2. Public Comments, announcements	Dominic LiMandri announced there were two new businesses opened or opening on B Street: Father Obsidian at 1072 B Street and Yoga Sociale at 938 B Street. Casa De Los Toros is expected to open by October-November.	
3. Review of Meeting Minutes from June 13th, 2021	Dominic presented minutes from the Committee meeting on June 13 th , 2021, for member review. Dominic noted one edit after print: Kim Huggett should be noted as abstaining from Action Item 4e regarding the approval of the Chamber's Event Proposal.	Minutes were approved by Consensus contingent on the edit made by Dominic
4. Review of FY20-21 Budget: Update	Dominic reviewed the FY20-21 Budget as presented in packet (pgs. 4-5). The DISI Committee is still tracking under-budget across most categories. Discussion followed.	
5. Committee Updates: a) Outdoor Dining on Main Street b) B Street Banner Program: Review c) Downtown Events	a) Dominic inquired on the Committee's desire to restart the effort of designing an outdoor dining platform for downtown merchant use with the architectural design firm Studio 4. The Committee had elected to halt	

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<p>Fall 2021 d) Downtown Seasonal Displays & Décor</p>	<p>development of the outdoor dining platform designs due to concerns that merchants on Main Street not utilizing the designs once completed. Committee consensus was to keep the project postponed for now.</p> <p>b) Dominic presented designs for new B Street Banners (pgs. 6-8) designed by New City America staff to be installed on the 12 decorative poles on B Street between Foothill and Watkins. Imagery consisted of scenes from past events held on B Street to present a more festive atmosphere while also welcoming back downtown visitors. Banner designs were well regarded by Committee members. Dominic will move forward with production.</p> <p>c) Dominic presented the schedule (pg. 9) for Downtown Hayward Fall Events as proposed by the Chamber at the June meeting. Kim Huggett provided a description of programming and festivities to be expected at each event. Dominic commented that these events are essential to maintain a healthy pedestrian presence in downtown, as regular activity has struggled to rebound from the COVID-19 disruptions. Discussion followed.</p> <p>d) Dominic queried the Committee members on what type of décor they'd like to see implemented in downtown this holiday season. It's still early in the season but planning and purchasing now will guarantee décor for the 2021 season. Committee members are encouraged to contact Dominic with ideas or examples in other cities. Discussion followed.</p>	
<p>6. Other</p>	<p>No other business was presented by Committee Members.</p>	
<p>7. Next DISI Committee Meeting</p>	<p>No Future Meeting was set. The Committee will meet as needed or requested by the Committee Chair.</p>	<p>Adjourned 12:27 PM</p>

Minutes taken by Dominic Li Mandri, District Manager

9:14 AM

11/09/21

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2021

	Oct 21	Budget	Jan - Oct 21	YTD Budget	Annual Budget
Income					
Assessment Income					
Delinquency	0.00	0.00	0.00	-40,000.00	-40,000.00
Carry Forward	0.00	0.00	0.00	363,142.54	363,142.54
Assessment Income - Other	4,946.63	49,637.00	567,196.59	496,370.00	595,644.00
Total Assessment Income	4,946.63	49,637.00	567,196.59	819,512.54	918,786.54
Total Income	4,946.63	49,637.00	567,196.59	819,512.54	918,786.54
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	3,334.00	4,000.00
Bank Charges	0.00	4.00	8.00	42.00	50.00
Insurance - Liability, D and O	-318.00	666.00	7,673.28	6,668.00	8,000.00
Legal Fees	442.00	83.00	2,318.00	834.00	1,000.00
Office Supplies	66.44	166.00	1,185.53	1,668.00	2,000.00
Postage, Mailing Service	0.00	125.00	87.96	1,250.00	1,500.00
Printing and Copying	0.00	166.00	0.00	1,668.00	2,000.00
Rent	1,200.00	1,250.00	12,000.00	12,500.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	65,000.00	65,000.00	78,000.00
Telephone, Telecommunications	225.00	166.00	2,776.32	1,668.00	2,000.00
Utilities	117.60	250.00	904.01	2,500.00	3,000.00
Admin Contingency	0.00	166.00	898.34	1,668.00	2,000.00
Total Administration	8,233.04	9,875.00	94,301.44	98,800.00	118,550.00
DISI					
Advertising	72.00	166.00	863.00	1,668.00	2,000.00
Annual Report	0.00	250.00	1,658.52	2,500.00	3,000.00
Branding & Signage	0.00	333.00	375.00	3,334.00	4,000.00
Outdoor Dining	0.00	875.00	3,061.25	8,750.00	10,500.00
PR / Social Media	0.00	1,000.00	10,625.00	10,000.00	12,000.00
Seasonal Displays	0.00	500.00	4,570.00	5,000.00	6,000.00
Special Events					
Downtown Holiday Giveaway	0.00	0.00	0.00	0.00	7,500.00
Light Up the Season	0.00	0.00	0.00	0.00	1,500.00
Mariachi Festival	1,500.00	0.00	1,500.00	1,500.00	1,500.00
Street Party	0.00	0.00	5,000.00	5,000.00	5,000.00
Special Events - Other	0.00	0.00	3,500.00	0.00	0.00
Total Special Events	1,500.00	0.00	10,000.00	6,500.00	15,500.00
Staff Consulting (New City)	1,500.00	1,500.00	15,000.00	15,000.00	18,000.00
Website	0.00	166.00	0.00	1,668.00	2,000.00
Total DISI	3,072.00	4,790.00	46,152.77	54,420.00	73,000.00
SOBO					

9:14 AM

11/09/21

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
October 2021

	Oct 21	Budget	Jan - Oct 21	YTD Budget	Annual Budget
Capital Improvements	0.00	1,166.00	6,820.00	4,668.00	7,000.00
Fixed Assets - Major Purchase	0.00	2,083.00	4,897.00	20,834.00	25,000.00
Maintenance and Supplies	1,634.22	1,250.00	19,831.77	12,500.00	15,000.00
Nursery Supplies & Equipment	0.00	1,666.00	7,926.86	16,668.00	20,000.00
Payroll Expenses					
Deductions	0.00		-300.00		
Health Insurance	-352.54	2,100.00	10,500.43	21,000.00	25,200.00
Payroll Service	208.02	315.00	1,967.09	3,170.00	3,800.00
Payroll Tax Expense	6,212.87	4,666.00	69,021.23	46,668.00	56,000.00
Payroll Workers Comp Ins	736.00	2,100.00	2,333.00	21,000.00	25,200.00
Payroll Expenses - Other	14,990.92	14,150.00	141,735.14	141,500.00	169,800.00
Total Payroll Expenses	21,795.27	23,331.00	225,256.89	233,338.00	280,000.00
Cameras	155.08	8,333.33	17,253.88	33,333.34	50,000.00
Professional Services	0.00	16,666.66	30,764.00	166,666.68	200,000.00
Supplies for SOBO	0.00	416.00	4,928.56	4,168.00	5,000.00
Vehicle Related					
Pressure Washing	431.12	500.00	3,200.93	5,000.00	6,000.00
Gas	95.00	416.00	3,151.80	4,168.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	414.00	3,334.00	4,000.00
Vehicle Related - Other	0.00		1,152.98		
Total Vehicle Related	526.12	1,249.00	7,919.71	12,502.00	15,000.00
Total SOBO	24,110.69	56,160.99	325,598.67	504,678.02	617,000.00
Contingency / Reserve	0.00	9,186.35	12.60	91,863.84	110,236.54
Uncategorized Expenses	0.00		223.61		
Total Expense	35,415.73	80,012.34	466,289.09	749,761.86	918,786.54
Net Income	-30,469.10	-30,375.34	100,907.50	69,750.68	0.00

Downtown Hayward Improvement Association

Social Media Report 08/2021

Caroline S. Sandoval, Social Media Manager


Summary

I missed a post in August because of a technical glitch but I can use the di Parma promotion for another month. I was able to promote the downtown street party and attended it to post photos. I was also able to do a Taco Tuesday Post to Promote Fat Boys Taqueria. I would have liked to do one more post for the month but couldn't get it together before the month's end.

Overall Metrics for [Facebook](#): New Page Likes = 9 Post Reach = 1803 Post Engagement = 355


For [Instagram](#): New Followers = 35 Account Reach = 1275 Content Interactions = 239

Posts


 **downtownhayward**
Downtown Hayward



August 20

 **downtownhayward**
Downtown Hayward



 **downtownhayward**
Downtown Hayward



[View Insights](#)

[Boost Post](#)

Next Month

September is going to focus on promoting more businesses: Atlas Cafe, Vintage Ally, Hayward City Pho etc. In addition I have been invited to the unveiling of the Watkins Street Japanese American Memorial at Heritage park so I can make a post and some videos from the speeches.

Social Media Report 09/2021

Caroline S. Sandoval, Social Media Manager

Summary

We reached 1,000 followers BUT I am not happy with my output this month. I was only able to do two posts. One was for the Watkins Street Japanese American Memorial Unveiling and the other was to spread the news that the Mariachi Festival was going to be in October. The Memorial Unveiling event allowed me to post many photos and create a series of short video clips of a few of the speeches. These video clips are not part of the “Downtown Live” story feed. I am disappointed I didn't do more, 2 posts is hardly enough for the month.

Overall Metrics for [Facebook](#): New Page Likes = 12 Post Reach = 1857 Post Engagement = 368

For [Instagram](#): New Followers = 24 Account Reach = 1325 Content Interactions = 335

Posts

downtownhayward
Downtown Hayward



downtownhayward
Downtown Hayward

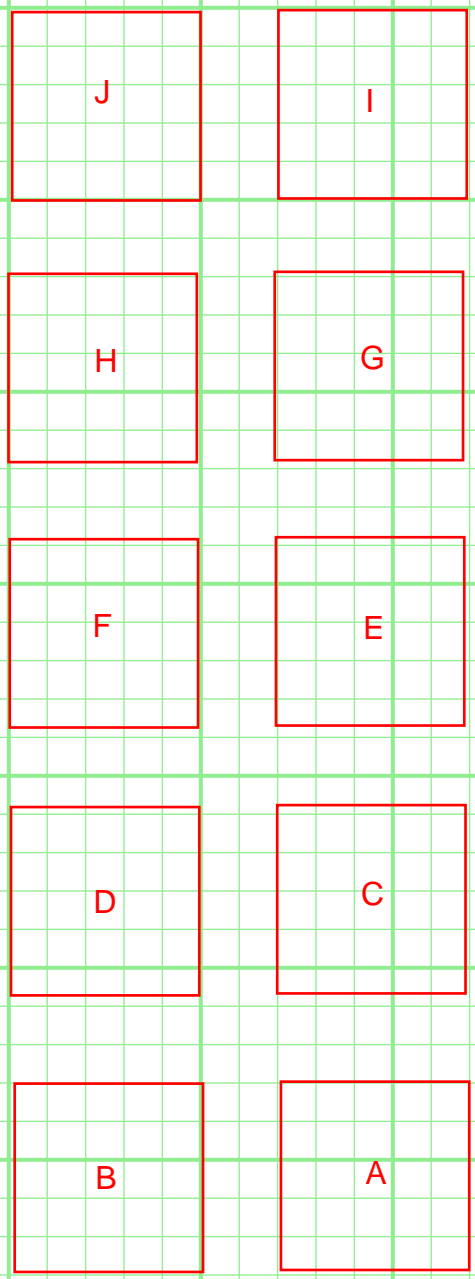


A little Birdie told me...
THE ANNUAL MARIACHI FESTIVAL WILL BE ON OCTOBER 15TH 6 PM-10 PM IN DOWNTOWN HAYWARD!

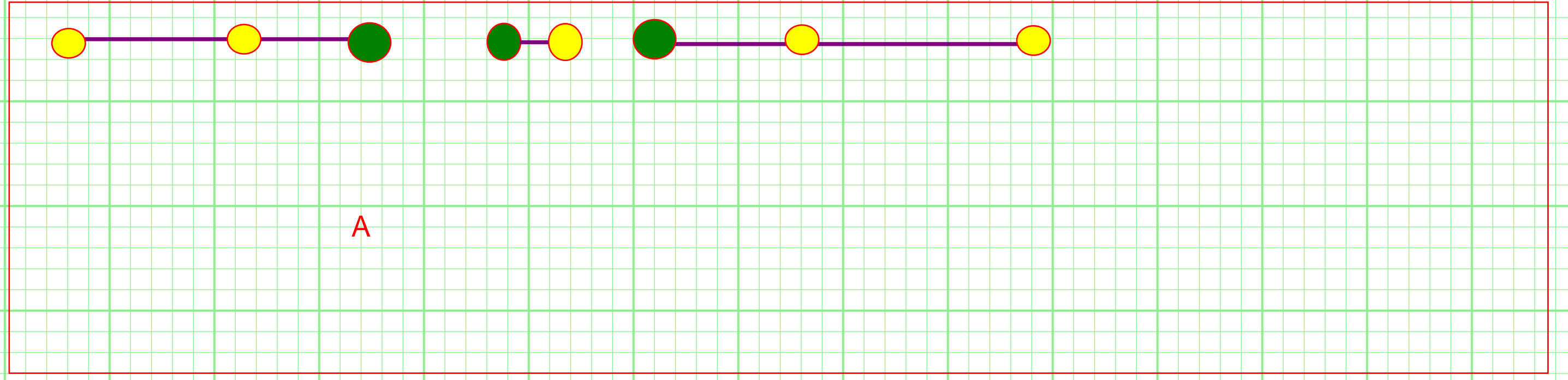
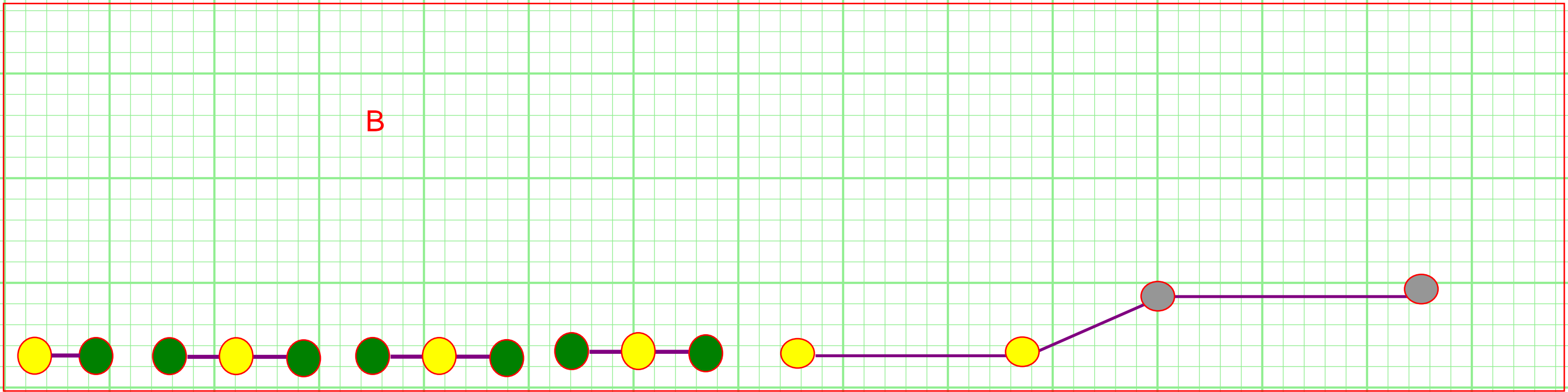
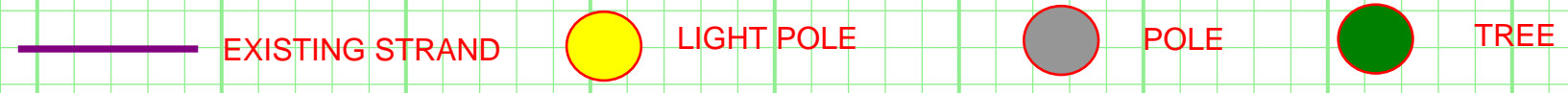
Next Month

October is spooky season! Atas Cafe is having a costume promotion that they forwarded me to circulate and rumor has it there will be a Trunk or Treat Downtown! The Mariachi Festival is on the 15th and I will be there to take photos and video.

City of Hayward
B Street Illumination
Pole to Pole
Scope Overview:
11-09-21



City of Hayward
B Street Illumination
Pole to Pole
Scope Overview:
11-09-21



iColor Flex LMX gen2

Date: _____

Type: _____

Firm Name: _____

Project: _____

Clear Flat Lens, Black housing, 12 in
On-Center Node Spacing

Flexible strands of high-intensity LED nodes with intelligent color light

iColor Flex LMX gen2 are flexible strands of large, high-intensity, full-color LED nodes designed for extraordinary effects and expansive installations without the constraints of luminaire size, shape, or space. Each iColor Flex LMX gen2 strand consists of 50 individually addressable LED nodes, featuring dynamic integration of power, communication, and control. The flexible form factor accommodates two- and three-dimensional configurations, while high light output affords superior long-distance viewing for architectural accent and perimeter lighting, large-scale signage, and building-covering video displays.

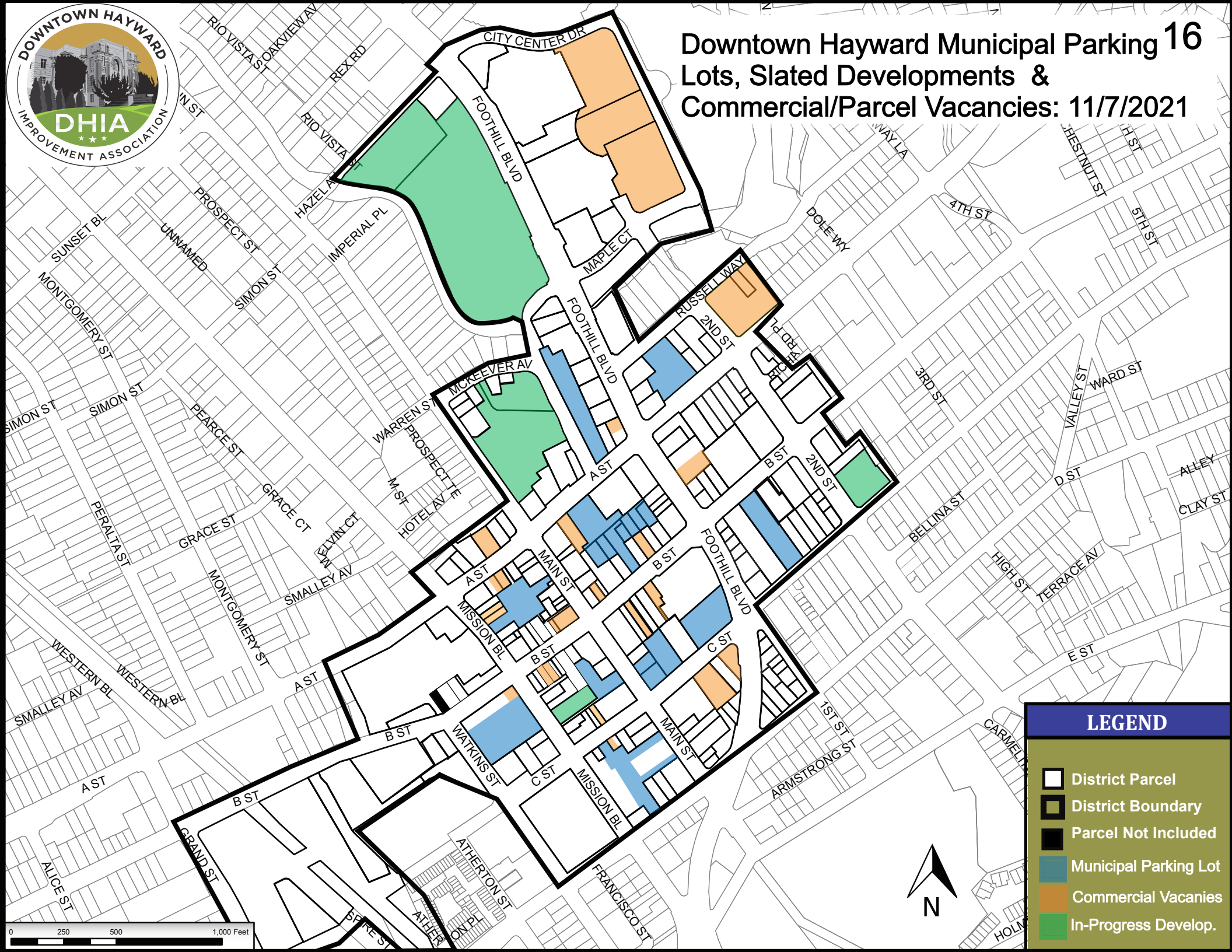


- Multiple lens options—Clear flat, translucent dome, and narrow beam lenses are standard. Optional marquee lenses, available in clear, semi-frosted, and translucent, snap onto flat-lens nodes to create the appearance of bulbs on a traditional theatre marquee. You can mount marquee lenses in front of a substrate or directly to mounted strands.
- Adaptable mounting—iColor Flex LMX gen2 strands can be mounted directly to a surface like traditional string lights. Detachable leader cables in multiple lengths allow you to install strings at the appropriate distance from power/data supplies. Optional mounting tracks ensure straight linear runs, while snap-on spacers hide cabling and mounting hardware between nodes for a clean, finished look. Single node mounts can be positioned individually to provide anchor points for installations with uneven node spacing or complex geometries. Optional glare shields can block unwanted spill light or prevent light sources from being visible in certain applications.
- Standard and custom lengths and node spacing—Standard on-center node spacing of 102 mm (4 in) or 305 mm (12 in) and custom spacing from 76 mm (3 in) to 610 mm (24 in) support virtually any lighting or video design. Standard 50-node strands can be field-shortened. Custom lengths of 1 to 60 nodes are also available. For information about custom orders, see the iColor Flex LMX gen2 Ordering Sheet at www.colorkinetics.com/ls/rgb/flexlhx/.
- Custom Leader Cables—Custom Leader Cable lengths are available in addition to standard cables of 7.6 m (25 ft), 15.2 m (50 ft), and 30.5 m (100 ft).
- Industry-leading controls—iColor Flex LMX gen2 works seamlessly with the Color Kinetics full range of controllers, including Light System Manager, Video System Manager Pro, iPlayer 3, Antumbra iColor Keypad, and ColorDial Pro, or third-party controllers.
- Outdoor rated—Fully sealed for maximum node life and IP66-rated for outdoor applications.
- Daylight visible—iColor Flex LMX gen2 strands consist of 50 large, individually controllable, high-intensity LED nodes. Each node produces full-color light output of up to 28.7 candela.

For detailed product information, please refer to the iColor Flex LMX gen2 Product Guide at www.colorkinetics.com/ls/rgb/flexlhx/



Downtown Hayward Municipal Parking 16 Lots, Slated Developments & Commercial/Parcel Vacancies: 11/7/2021



LEGEND

- District Parcel
- District Boundary
- Parcel Not Included
- Municipal Parking Lot
- Commercial Vacancies
- In-Progress Develop.